

FSNE EARS Reporting Form-OCTOBER 2005

Please send comments to Maura McCormick at maura.mccormick@fns.usda.gov by 11/30/05

Direct Education

Items #1-6 refer to the delivery of DIRECT FOOD STAMP NUTRITION EDUCATION.

Direct Education is defined as interventions where a participant is actively engaged in the learning process (with educator or interactive multimedia) and **at minimum, numbers of individuals and Food Stamp Program participation can be tracked or collected. Please enter the number of actual participants (individuals) NOT the number of contacts.**

1. Number of FSNE Participants by Age and Food Stamp Program Status (unduplicated count of individuals)

	All Ages Combined	< 5 Years	5-17 Years (grade K-12)	18-59 Years	60 Years or More
No. Food Stamp Participants in FSNE					
No. Other Participants in FSNE					
No. Total FSNE Participants					

INSTRUCTIONS

- Enter the **total number of Food Stamp participants in FSNE** by all ages combined and by age ranges. Enter the **total number of other participants in FSNE** by all ages combined and by age ranges. Enter the **total number of FSNE participants**.
PLEASE NOTE:
 - The age range categories reflect the current age ranges for Food Stamp Program reporting.
 - While it is preferable to obtain actual age information for participants, if staff cannot obtain participant self-reported ages, ages may be estimated based on the age ranges on the form. Although there will be a small margin of error with estimating ages, where necessary, it is deemed preferable for purposes of reporting.
- **Youth Food Stamp participation may be ESTIMATED** by multiplying the number of children enrolled in free school lunch program at the school/child care facility. Data on the number of children enrolled in free/reduced school lunch program by school or facility is available and should be requested at the local/county level. Counts for kindergarten students should be included in the 5-17 year age range.

PLEASE NOTE: Additional training/guidance will be provided to state programs on strategies for obtaining information on Food Stamp participation for FSNE participants.

PLEASE NOTE: USDA will investigate method at the national level for obtaining data on free lunches by school/facility.

FSNE EARS Reporting Form-OCTOBER 2005

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2. Number of FSNE Participants by Gender (unduplicated count of individuals)

	Female	Male
No. FSNE Participants		

INSTRUCTIONS

Enter the unduplicated number of individuals participating in DIRECT EDUCATION by gender.

3. Number of FSNE Participants by Race and Ethnicity

3.a

No. Hispanic or Latino FSNE Participants	
No. NOT Hispanic or Latino FSNE Participants	
Total	

3.b

	American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Other Pacific Islander	White	Other	TOTAL
No. FSNE Participants							

INSTRUCTIONS

3.a

- Enter the unduplicated number of participants who are Hispanic or Latino.
- Enter the unduplicated number of participants who are NOT Hispanic or Latino.
- Enter the total number of Hispanic or Latino and Non-Hispanic or Latino

3.b

- Enter the unduplicated number of individuals participating in DIRECT EDUCATION by race (American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, and White). Use "Other" to report FSNE participants selecting more than one race or if race is unknown.
- Enter the total number of FSNE participants listed for all Races/Other.

PLEASE NOTE: Additional training/guidance will be provided to state programs on strategies for obtaining ethnicity and race data for FSNE participants.

FSNE EARS Reporting Form-OCTOBER 2005

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4. FSNE Delivery Sites/Locations

Locations	No. of Different Sites/ Locations	Locations	No. of Different Sites/ Locations
a. Food Stamp Offices		i. Churches	
b. Schools-students		m. Shelters	
c. Other Youth Education		n. Adult Rehabilitation Centers	
d. Emergency Food Assistance		o. Adult Education & Training	
e. Elderly Service		p. Schools – adults/parents	
f. WIC Program		q. Worksite	
g. Health Care		r. Food Stores	
h. Community Center		s. Homes	
i. Farmers Market		t. Other (please specify):	
j. Head Start		u. Other (please specify):	
k. Library		v. Other (please specify):	

INSTRUCTIONS

Enter the number of different DIRECT EDUCATION sites/locations. SPECIAL NOTE: If you provide interactive multimedia education, please report locations where kiosks/computers are available. If your multimedia is provided via the internet, you may report the total number of participants under “home” or “other” as appropriate.

5. Direct Education Programming Format

Format	Number delivered	Curriculum hours	Total Hours
Single session/lesson curriculum <i>Example: 42 single sessions offered at 3 hours each = 126 hours</i>			
Series – two to four session/lesson curriculum <i>Example: 7 series offered at 8 hours/series = 56 hours</i>			
Series – five to nine session/lesson curriculum <i>Example: 10 series offered at 14 hours/series = 140 hours</i>			
Series – ten or more session/lesson curriculum			
TOTAL			

INSTRUCTIONS

Enter the number of Direct Education curriculum delivered in a single session/lesson, a series of two to four sessions/lessons, a series of five to nine sessions/lessons or a series of 10 or more sessions/lessons. Enter the number of curriculum hours for single or series curriculum. Enter the total hours of sessions/lessons delivered. SPECIAL NOTE: If you provide interactive multimedia education, report the number of modules/lessons and average time to complete the module(s).

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6. Content of Direct Education – Select 1 to 4 dietary quality topic areas of emphasis for the reporting year (see instructions for codes)

CODE:	CODE:	CODE:	CODE:
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INSTRUCTIONS

Select 1 to 4 dietary quality topic areas of emphasis for the reporting year. **Report only nutrition education topics – DO NOT REPORT Food Stamp Program OUTREACH IN THIS TABLE.** Enter up to four codes for education content most emphasized during the reporting year:

- A. WEIGHT MANAGEMENT
- B. PHYSICAL ACTIVITY
- C. MYPYRAMID – HEALTHY EATING PLAN
- D. WHOLE GRAINS
- E. FRUITS & VEGETABLES
- F. FAT FREE AND LOW FAT MILK OR EQUIV (& ALTERNATE CALCIUM SOURCES)
- G. LEAN MEAT AND BEANS
- H. FATS AND OILS
- I. LIMIT ADDED SUGARS OR CALORIC SWEETNERS
- J. FIBER-RICH FOODS
- K. SODIUM & POTASSIUM
- L. FOOD SHOPPING/PREPARATION
- M. ALL CONTENT AREAS COVERED (CODES A-L)
- N. OTHER

SOCIAL MARKETING INITIATIVES

Item #7 refers to FSNE SOCIAL MARKETING INITIATIVES. Social Marketing is defined as a disciplined, consumer-focused, research-based process to plan, develop, implement and evaluate interventions, programs and multiple channels of communications designed to influence the voluntary behavior or a large number of people in the target audience. (adapted from Alan Andreasen 1995 and Social Marketing Division of Society for Nutrition Education). **To report data for a social marketing campaign you have to have done all of the following using social marketing research techniques:**

- Identified a specific segment of the food stamp/low income population to target.
- Identified the specific nutrition needs of the target audience, associated target behavior(s), and perceptions about reasons for and against changing behavior.
- Interacted with the target audience to see if the message, materials, and delivery channel are understood and meaningful (would lead to behavior change).

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7. Description of ALL Social Marketing Campaigns (see instructions for definition and codes. If needed, attach additional form to record data for **all** social marketing campaigns)

	A. Current Year of Campaign Year	B. Major Campaign Activities for Current Year Use Codes	C. Priority Populations Use Codes	D. No. of Low Income Persons Reached - Estimated	E. No. of FSP Recipients Reached - Estimated	F. Total Estimated Reach (Low-Income, FSP Recipients and general population)
1						
2						
3						
4						
5						

Continued-Description of ALL Social Marketing Campaigns

	G. Primary Intervention Levels <i>Use Codes</i>	H. Key Messages <i>Use Codes</i>	I. Primary Intervention Strategies <i>Use Codes</i>	J. Total Expenditure for Reporting Year
1				\$
2				\$
3				\$
4				\$
5				\$

INSTRUCTIONS

Enter details for ALL social marketing campaigns for the reporting year. Attach an additional form if needed. For each campaign:

- A. Enter the **current campaign year for this reporting year**. Include planning phase.
- B. Enter the codes for the **major campaign activities for the reporting year** (you may use more than one code to describe the major activities):
 - P=Plan (includes market and formative research),
 - D=Develop (includes campaign/materials design and consumer testing),
 - I=Implement
 - E=Track and Evaluate
- C. Enter appropriate codes to describe the **priority population** (target audience) characteristics for this campaign (*this campaign was designed to reach*):
 - Ethnicity: F- Latino/Hispanic
G- Non-Latino/Hispanic Individuals
 - Race: A-American Indian or Native Alaska
B-Asian
C-Black/African American
D-Native Hawaiian/Pacific Islander
E-White
 - Gender: H-female
I-male
 - Age: J-all ages

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K- less than 5 years of age

L-5 to 17 years of age

M-18 to 59 years

N-60 years of age or older

- D. Enter the **estimated number of low-income persons reached** (EXCLUDING Food Stamp participants) through this campaign. Please note: this number will be an estimate of the number of impressions or contacts from your marketing data and your implementation plan. Therefore, this is NOT an actual count of individuals. If in planning phase, report estimated reach.
- E. Enter the **estimated number of Food Stamp Program participants reached** through this campaign.
- F. Enter the **total estimated number of people reached** (Low-Income, FSP Recipients and general population).
- G. Enter the **primary levels of intervention**:
 - A=Individual
 - B=Interpersonal (groups)
 - C=Institution/Organization
 - D=Community (including community empowerment)
 - E=Social Structure, Policy, Systems
 - F=Other – please specify
- H. Enter **up to three codes for priority education topics/messages** using those listed in the instructions for data item # 6 above.
- I. Enter the **codes for the primary intervention strategies** for the reporting year. Use the following codes:
 - A=Broadcast Media (TV, radio)
 - B=Print Media (newspapers, billboards, posters, bus wraps)
 - C=Electronic media/technology (web postings/communications)
 - D=Community/school events
 - E=Retail/point-of-purchase activities
 - F=Other – please specify
- J. Enter the **total annual cost of the campaign** for the reporting year.

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INDIRECT EDUCATION

Indirect Education is defined as the distribution of information and resources and includes any mass communications, public events and materials distribution that are not part of DIRECT EDUCATION or SOCIAL MARKETING CAMPAIGNS. **Information reported under INDIRECT EDUCATION will be considered an estimated measurement for the general distribution of education resources.** Report direct education activities in Items #1-6 of this form. Report social marketing campaign activities in Item #7 of this form.

8. Frequency of NUTRITION EDUCATION Information Distribution

Mass Communications	No. of different PSAs, articles or signage	Total No. of airings/posting	Estimated No. of target population reached
EXAMPLE: Radio PSAs/ads	2	300*	10,000**
Radio PSAs/ads			
TV PSAs/ads			
Newspaper ads/articles			
Billboard, bus or van wraps, ads on buildings, other signage			
Print Materials	No. of different print items	Total No. of pieces distributed	
EXAMPLE: flyers/ fact sheets/ pamphlets	10	12,000	
flyers/ fact sheets/ pamphlets			
newsletters			
posters			
calendars			
Promotional Materials w/nutrition messages	No. of different items	Total No. of items distributed	
pens/pencils/wallet reference cards/magnets/cups/etc.			
Electronic	No. of different websites/ electronic info distribution	Total No. of hits/info distributed	
Website			
Electronic (Email) materials/info distribution			
No. of Public Events	No. of different events		Estimated No. of target population reached
community events/fairs/exhibits			
Food preparation demonstrations/tasting			
Other (please specify):			

* 2 PSAs with 150 airings each

**Total estimated target population reached for both PSAs and all airings based on broadcast marketing data.

INSTRUCTIONS

For each category of indirect education, enter the information requested, if applicable, to your program.

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SUMMARY OF EXPENDITURES

Items 9-10 refer to SUMMARY OF EXPENDITURES FOR FSNE

9. Sources and Types of Funding(See *Instructions for definitions*)

	Expenditures for Reporting Year
A. Public Cash Contributions-State and Local Tax Revenue only	\$
B. Cash Contributions -other than State and Local Tax Revenue	\$
C. Sum of Public Cash Contributions	\$
D. Public In-Kind Contributions (non-cash)	\$
E. Private Cash Contributions to State Food Stamp Agency only	\$
F. Indian Tribal Organization Contributions	\$
G. Sum of Non-Federal Contributions	\$
H. Federal Reimbursement	\$
I. TOTAL FSNE EXPENDITURES	\$

INSTRUCTIONS

Enter details for the sources and types of expenditures for the reporting year, including:

- A. Enter the expenditures for public cash contributions coming only from State and local tax revenue designated specifically for FSNE activities.
- B. Enter the expenditures for public cash contributions coming from sources other than State and local tax revenues designated specifically for FSNE activities.
- C. Enter the sum of lines A and B to arrive at the Sum of Public Cash Contributions.
- D. Enter the expenditures for public in-kind contributions (non-cash), defined as goods or services provided by a state or local agency for which no cash funds are transferred and no cost is incurred by the state or local agency. Normally in-kind costs are goods and services provided by volunteers. Please see FSNE APR 22, 2004 Memo for guidance on calculating the financial contribution of acceptable education delivery by volunteers. Food Stamp regulations prohibit in-kind contributions from non-government organizations.
- E. Enter the expenditures for private cash contributions to State Food Stamp Agencies, defined as outlays paid for with funds provided by non-governmental groups. It may include cash provided to the State governmental agencies for allowable costs or may be invoices for approved budgetary outlays by a non-governmental organization.
- F. If applicable, enter the expenditure for Indian Tribal Organization (ITO) contributions. These are defined as outlays paid for with funds from an ITO. FNS reimburses for allowable activities conducted on an Indian reservation at the 75% rate. Although technically ITO contributions are generally Federal funds, for the purposes of reimbursement, they are considered state match.
- G. Enter the sum of non-federal outlays, defined as the total amount chargeable to non-Federal organizations. This may be less than 50% of total outlays due when there is an ITO contribution.
- H. Sum of Federal Outlays, defined as the total amount chargeable to FNS. It may be greater than 50% of total outlays when there is an ITO contribution.
- I. Enter the total FSNE Expenditures for the reporting year. This is the total amount spent for allowable FSP Nutrition Education Expenditures.

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10. Expenditure of Funds—Total Administrative and Program Delivery (See *Instructions for definitions*)

Total Amount - Nutrition Education Program Delivery Expenditures	\$
Total Amount - Administrative Expenditures	\$
TOTAL	\$

INSTRUCTIONS

Enter the total amount of Administrative and Program Delivery expenditures for the reporting year based on the following definitions:

Definition of Nutrition Education Program Delivery Expenditures:

- Proportion of salaries and benefits of staff providing approved and allowable FSNE activities.
- Food demonstration supplies
- Purchase and/or development of nutrition education resources (literature/materials/audiovisuals)
- Development and implementation of media campaigns
- The pro-rated share of costs of space that is used to deliver FSNE
- Evaluation of FSNE programming
- Travel to education site to deliver FSNE activities
- Nutrition education training costs for staff.
- Indirect costs (must be proportionate to time spent to delivery of FSNE)
- Other overhead charges (space, HR services).

Definition of Administrative Expenditures:

- Proportion of salaries and benefits of staff dedicated to FSNE administration not directly engaged in nutrition education. (example: State FSP/IA/Project staff, support staff)
- Training not directly related to program delivery (example: FSNE policy/admin trainings)
- Reporting
- Equipment and office supplies
- Operating Costs
- Indirect Costs for those administrative staff not covered above.
- Other overhead charges (space, HR services etc)

Alternate method for estimating expenditures:

Agencies may calculate the percentage of total FTE time spent on nutrition education and administration and apply these percentages to the line item expenditures that are not tracked separately in your current financial system.